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<p>(21) International Application Number: PCT/US98/01515</p> <p>(22) International Filing Date: 28 January 1998 (28.01.98)</p> <p>(30) Priority Data: 08/794,387 6 February 1997 (06.02.97) US</p> <p>(71) Applicant: PERSONALOGIC, INC. [US/US]; 7535 Metropolitan Drive, San Diego, CA 92108 (US).</p> <p>(72) Inventors: SAMMON, Thomas, M., Jr.; 4838 Sussex Drive, San Diego, CA 92116 (US). SCURLOCK, Bradley, W.; 3979 Caminito Divila, San Diego, CA 92122 (US).</p> <p>(74) Agent: HAYNES, Mark, A.; Wilson Sonsini Goodrich &amp; Rosati, 650 Page Mill Road, Palo Alto, CA 94304-1050 (US).</p>		<p>(81) Designated States: CA, GB, JP, NO, European patent (AT, BE, CH, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE).</p> <p><b>Published</b>  <i>With international search report.  Before the expiration of the time limit for amending the claims and to be republished in the event of the receipt of amendments.</i></p>	
<p>(54) Title: CONSUMER PROFILING SYSTEM WITH ANALYTIC DECISION PROCESSOR</p> <p>(57) Abstract</p> <p>A system which processes information to identify product choices within a product domain for a user, presents structured data concerning attributes of products in the product domain to the user in a readily understandable and efficient manner, allowing the user to make the best choice according to his or her own personal profile. A user interface (20, 21 and 22) presents a sequence of input prompts to the user to gather preference and requirement data for a plurality of attributes of products in the product domain. A decision engine (10) is coupled to the user interface (20, 21 and 22) and filters the product domain to present a set of products according to the gathered preference and requirement data as product choices to the user.</p>			
<pre> graph TD     US1[USER STATION 20] --- I((INTERNET))     US2[USER STATION 21] --- I     US3[USER STATION 22] --- I     US4[USER STATION 24] --- I     DE[DECISION ENGINE SERVER 10] --- US1     DE --- US2     DE --- US3     DE --- US4     DE --- DAS[DOMAIN ATTRIBUTE SET 26]     DE --- DPS[DOMAIN PRODUCT SET 25]     UPS[USER PROFILE "ATTRIBUTE REQUIREMENTS AND PREFERENCES" 27]   </pre>			